



USDA Foreign Agricultural Service

# GAIN Report

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## Italy

### Promotion Opportunities

### Italian Trade Shows and Export Promotion Opportunities 2005-2007

### 2005

**Approved by:**

Robin Gray  
U.S. Embassy

**Prepared by:**

Dana Biasetti

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**Report Highlights:**

This report provides details of Italian trade shows for 2005-2007, and other marketing opportunities and events that USDA FAS Rome, Italy is planning on organizing in support of U.S. companies in the agro-food sectors interested in entering or increasing sales within the Italian market.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
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**SECTION I. REPORT HIGHLIGHTS AND DISCLAIMER**

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. The views regarding the trade shows expressed in this report are intended to illustrate the general effectiveness of participation for U.S. companies. It must be noted that there will always be exceptions depending on the product in question.

Following is a listing of major Italian trade shows for 2005-2007. The purpose of this listing is to inform U.S. companies in the agricultural, fishery and forest product sectors of potential export opportunities to Italy, and upcoming trade events. Please note that dates are subject to change during the course of the year. Please contact the show organizer directly for further information.

**SECTION II. LISTING OF ITALIAN TRADE SHOWS FOR 2005-2007 IN ALPHABETICAL ORDER BY LOCATION****BOLOGNA****Bologna Fiere**

Piazza Costituzione 6  
40128 Bologna - Italy  
Tel. (011) (39) 051 282111  
Fax: (011) (39) 051 282332  
[www.bolognafiere.it](http://www.bolognafiere.it)

**Name of Event:** **LINEAPELLE**  
**Type of Show:** International Exhibition of Leathers, Accessories, Components, Synthetic Products and Models for Footwear, Leather Goods, Leatherwear and Furnishings  
**Frequency:** twice a year  
**Date:** October 11-13, 2006  
[www.lineapelle-fair.it](http://www.lineapelle-fair.it)

**Name of Event:** **QUADRUN SACA**  
**Type of Show:** Exhibition of Moldings, Frames, Accessories, Technologies, Graphics  
**Frequency:** once a year  
**Date:** February 16-10, 2006  
[www.quadrunsaca.com](http://www.quadrunsaca.com)

**Name of Event:** **SAIE**  
**Type of Show:** International Building Exhibition  
**Frequency:** once a year  
**Date:** October 25-29, 2006  
[www.saie.bolognafiere.it](http://www.saie.bolognafiere.it)

*Name of Event:* **SAIEDUE**  
*Type of Show:* International Exhibition on Interior Architecture, Building Renewal Technologies and Finishing  
*Frequency:* once a year  
*Date:* March 14-18, 2006  
[www.saiedue.it](http://www.saiedue.it)

*Name of Event:* **SANA**  
*Type of Show:* International Natural Food  
*Frequency:* once a year  
*Date:* September 7-10, 2006  
[www.fierecom.it](http://www.fierecom.it)

*Name of Event:* **ZOOMARK INTERNATIONAL**  
*Type of Show:* International Exhibition of Products and Accessories for Pets  
*Frequency:* every 2 years  
*Date:* 2007 TBD  
[www.zoomark.it](http://www.zoomark.it)

The U.S. Department of Agriculture's Foreign Agricultural Service in Italy and the U.S. Department of Commerce's Foreign Commercial Service are already working on organizing and recruiting for the U.S. Pavilion at Zoomark 2007.

In the past, our U.S. Pavilions at Zoomark have provided an excellent and low-cost opportunity for U.S. exhibitors to crack the lucrative Italian and European market for pet food and supplies. In 2005 the USA Pavilion hosted 25 U.S. pet food and accessories companies. Italian television news programs RAI and Fininvest ran extensive press coverage of the American products present at the show, and U.S. pet food companies reported \$500,000 in actual sales, with projected sales of over \$4 million.

Zoomark International 2007 is a not-to-be-missed platform for networking with old and new partners and testing directly the impact your products and marketing strategies have on the over 20 thousand qualified buyers coming from all parts of the world to attend the show. At Zoomark 2007 we will be offering not only a turnkey booth, but also a full package of market-entry services including updated electronic lists of distributors, agents and buyers in the pet sector, that will be granted ONLY to the U.S. exhibitors at Zoomark 2007.

## **BOLZANO**

### **Fiera Bolzano Spa**

Piazza Fiera 1,  
39100 Bolzano - Italy  
Tel: (011) (39) (0471) 516000  
Fax: (011) (39) (0471) 516111  
[www.fierabolzano.it](http://www.fierabolzano.it)

*Name of Event:* **BAUSCHAU**  
*Type of Show:* Trade Show for Building and Construction  
*Frequency:* every 2 years  
*Date:* February 2007 tbd  
[www.fierabolzano.it/bauschau2007/index.html](http://www.fierabolzano.it/bauschau2007/index.html)

*Name of Event:* **HOTEL BOLZANO**  
*Type of Show:* International Trade Show for Hotels, Bars and Restaurants  
*Frequency:* once a year  
*Date:* October 23-26, 2006  
www.fierabolzano.it

*Name of Event:* **INTERPOMA**  
*Type of Show:* International Trade Show for Apple Growing, Storage and Marketing  
*Frequency:* once a year  
*Date:* November 9-11, 2006  
www.fierabolzano.it

## **CESENA**

### **AGRI CESENA S.p.A.**

Via Dismano 3845,  
47020 Pievesestina di Cesena (FC) - Italy  
Tel: (011) (39) 547 317435  
Fax: (011) (39) 547 318431  
www.agricesena.it

*Name of Event:* **MACFRUT**  
*Type of Show:* International Exhibition of Plants, Technologies and Services for the Production, Conditioning, Marketing and Transport of Fruit and Vegetables  
*Frequency:* once a year  
*Date:* May 4-7, 2006  
www.agricesena.com

*Name of Event:* **ORTOMAC**  
*Type of Show:* Horticultural, Seeds and Strawberries Exhibition  
*Frequency:* once a year  
*Date:* January 2006 TBD  
www.ortomac.it

## **GENOA**

### **Fiera di Genova**

Piazzale J.F. Kennedy,1  
16129 Genoa - Italy  
Tel: (011) (39) 010 53911  
Fax: (011) (39) 010 5391270  
www.fiera.ge.it

*Name of Event:* **EUROFLORA**  
*Type of Show:* Flowers and Plants Exhibition  
*Frequency:* every five years  
*Date:* November 11-13, 2005  
www.fiera.ge.it

*Name of Event:* **SAPORE DI MARE**  
*Type of Show:* Sea Fishing Exhibition  
*Frequency:* once a year  
*Date:* November 11-13, 2005  
[www.fiera.ge.it/saporedimare](http://www.fiera.ge.it/saporedimare)

*Name of Event:* **TECNHOTEL**  
*Type of Show:* International Hospitality Show  
*Frequency:* once a year  
*Date:* 10-13 November, 2006  
[www.tecnhotel-online.it](http://www.tecnhotel-online.it)

## **GORIZIA**

### **Azienda Fiere Gorizia**

v. della Barca, 15  
34170 - Gorizia - Italy  
Phone +39.0481.520430  
Fax +39.0481.520279  
[www.goriziafiere.it](http://www.goriziafiere.it)

*Name of Event:* **MITTELMODA**  
*Type of Show:* International Contest for Young Fashion Designers  
*Frequency:* once a year  
*Date:* September 8-9, 2006  
[www.mittelmoda.com](http://www.mittelmoda.com)

## **MILAN**

### **Fiera Milano Spa**

Piazzale Giulio Cesare  
20145 Milan - Italy  
Tel: (011) (39) 02 49971  
Fax: (011) (39) 02 4997 7963  
[www.fieramilano.com](http://www.fieramilano.com)

*Name of Event:* **MIFUR**  
*Type of Show:* International Leather & Furs Exhibition  
*Frequency:* once a year  
*Date:* March 15-19, 2006  
[www.mifur.com](http://www.mifur.com)

*Name of Event:* **MIPEL**  
*Type of Show:* International Leather Goods Market  
*Frequency:* twice a year  
*Date:* September 21-24, 2006  
[www.mipel.com](http://www.mipel.com)

*Name of Event:* **MIWINE**  
*Type of Show:* Professional Exhibition of Wine and Distillates  
*Frequency:* every 2 years  
*Date:* June 12-14, 2006  
www.miwine.it

*Name of Event:* **MODA IN - TESSUTO & ACCESSORI**  
*Type of Show:* Textile Proposals  
*Frequency:* twice a year  
*Date:* February 14 – 17, 2006  
www.modain.it

*Name of Event:* **SALONE DEL COMPLEMENTO D'ARREDO**  
*Type of Show:* Furnishing Accessories Exhibition  
*Frequency:* once a year  
*Date:* April 5-10, 2006  
www.cosmit.it

*Name of Event:* **SALONE INTERNAZIONALE DEL MOBILE**  
*Type of Show:* Design Furniture Fair  
*Frequency:* once a year  
*Date:* April 5-10, 2006  
www.cosmit.it

*Name of Event:* **SASMIL**  
*Type of Show:* International Exhibition of Accessories and Semi-finished Products for the Furniture, Upholstered Furniture and the Woodworking Industry  
*Frequency:* every 2 years  
*Date:* May 16-20, 2006  
www.cosmit.it

*Name of Event:* **XYLEXPO**  
*Type of Show:* International Biennial Wood Working Machinery and Accessories Exhibition  
*Frequency:* every 2 years  
*Date:* May 16-20, 2006  
www.ACIMALL.com

## **PADUA**

### **Padova Fiere Spa**

Via N. Tommaseo 59,  
35131 Padua– Italy  
Tel: (011) (39) 049 840111  
Fax: (011) (39) 049 840532  
www.padovafiere.it

*Name of Event:* **FLORMART - MIFLOR**  
*Type of Show:* International Horticultural and Gardening Exhibition  
*Frequency:* biannual  
*Date:* February 17-19, 2006  
September 15-17, 2006  
www.padovafiere.it

*Name of Event:* **TECNOHORTUS**  
*Type of Show:* Professional Horticulture Exhibition  
*Frequency:* once a year  
*Date:* December 1-3, 2006  
www.tecnohortus.it

## **PARMA**

### **Fiera di Parma**

Via Rizzi 67/a  
43031 Parma – Italy  
Tel: (011) (39) 0521 9961  
Fax: (011) (39) 0521 996270  
www.fiere.parma.it

*Name of Event:* **CIBUS**  
*Type of Show:* International Food Exhibition  
*Frequency:* every 2 years  
*Date:* May 4-8, 2006  
www.cibus.fiereparma.it

*Name of Event:* **DOLCE ITALIA**  
*Type of Show:* Confectionery Exhibition  
*Frequency:* every 2 years  
*Date:* May 4-7, 2006  
www.cibus.fiereparma.it

## **PORDENONE**

### **Pordenone Fiere**

V.le Treviso 1  
33170 Pordenone – Italy  
Tel: (011)(39) 0434 232111  
Fax: (011)(39) 0434 570415  
www.fierapordenone.it

*Name of Event:* **EDILEST**  
*Type of Show:* Exhibition of Building Technologies and Materials. Building Restoration and Maintenance  
*Frequency:* once a year  
*Date:* September 8-17, 2006  
www.fierapordenone.it

*Name of Event:* **MOBILIA**  
*Type of Show:* Exhibition of Interior Design, Furniture, Lighting  
*Frequency:* once a year  
*Date:* September 8-17, 2006  
www.fierapordenone.it



*Name of Event:* **SASLE**  
*Type of Show:* Exhibition of Semi Finished Products in Wood for the Furniture Industry  
*Frequency:* every 2 years  
*Date:* September 8-17, 2006  
www.fierapordenone.it

## **RIMINI**

### **Rimini Fiera S.p.A.**

Via Emilia 155,  
47900 Rimini – Italy  
Tel: (011) (39) 0541 744.476  
Fax: (011) (39) 0541 744.751  
www.fierarimini.it

*Name of Event:* **MEDITERRANEAN SEAFOOD EXHIBITION**  
*Type of Show:* Show of Mediterranean Seafood and Processing Technology  
*Frequency:* once a year  
*Date:* February 4-7, 2006  
www.riminifiera.it

The Mediterranean Seafood Exhibition at Rimini is an international trade show for the seafood and fish sector. ASMI has participated in this show for many years, and the U.S. Department of Agriculture's Foreign Agricultural Service in Italy plans to continue working with U.S. seafood cooperators and American companies to participate at the show.

Seafood consumption in Italy has been rising steadily over the last decade. There is an increasing demand for value-added seafood products that are convenient and easy to prepare. Sixty-five percent of seafood consumption in Italy is consumed by the HRI sector. U.S. wild salmon has established a niche for itself in the Italian market, positioning itself as the highest quality smoked salmon available. The main varieties presently exported to the Italian market are the Alaska sockeye and Coho salmon. However, there are many other opportunities for U.S. products such as cod, lobster, surimi, tuna, crab and shrimp. FAS Italy expects to raise awareness on the quality and diversity of U.S. products, and increase U.S. seafood sales in Italy and Europe as a result of participating in the trade show.

*Name of Event:* **MIA**  
*Type of Show:* International Food Show  
*Frequency:* once a year  
*Date:* February 4-7, 2006  
www.riminifiera.it

*Name of Event:* **PIANETA BIRRA**  
*Type of Show:* International Exhibition of Beers & Beverages, Snacks, Equipment Fittings for Pubs and Pizza Parlors  
*Frequency:* once a year  
*Date:* February 4-7, 2006  
www.riminifiera.it

Pianeta Birra trade show in Rimini is an international beer and beverage show. Last year's event had over 97,000 specialized visitors and 700 exhibitors. The exhibition, strictly reserved for trade members only (wholesalers, distributors, importers, restaurateurs, venue owners, and HRI professionals), is divided into thematic areas: beer, water, fruit juices, wine, coffee and cocktails. The U.S. Department of Agriculture's Foreign Agricultural Service in Italy plans to work with AOB (Association of Brewers), other U.S. Cooperators and American beer companies interested in exhibiting at the show, to promote U.S. beer varieties and microbrew/craft beer. FAS Italy plans to help U.S. exhibitors identify the appropriate importers, achieve distribution for their product, and conduct business in the Italian market.

Last year, Post in collaboration with AOB, organized a tasting of 8 American new-to-market micro-brewed beers for a select group of Italian beverage importers, distributors, HRI and members of the specialized press. The event resulted in \$300,000 in actual sales with projected sales of over \$ 2 million.

*Name of Event:* **SIGEP**  
*Type of Show:* International Exhibition for Artisan Production of Ice-cream, Pastry, Confectionery and Bakery  
*Frequency:* once a year  
*Date:* January 21-25, 2006  
[www.riminifiera.it](http://www.riminifiera.it)

## **TURIN**

**Lingotto Fiere S.p.a.**  
Via Nizza 294  
10126 Torino - Italy  
Tel: (011) (39) 011 6644111  
Fax: (011) (39) 011 6646642  
[www.lingottofiere.it](http://www.lingottofiere.it)

*Name of Event:* **RESTRUCTURA**  
*Type of Show:* Food Fair  
*Frequency:* once a year  
*Date:* 26-30 October, 2006  
[www.restructura.com](http://www.restructura.com)

## **VERONA**

**Ente Autonomo per le Fiere di Verona**  
Viale del lavoro 8  
37135 Verona – Italy  
Tel: (011) (39) 045 8298111  
Fax: (011) (39) 045 8298288  
[www.veronafiere.it](http://www.veronafiere.it)

*Name of Event:* **ABITARE IL TEMPO**  
*Type of Show:* Manufacturers of Furniture and other related Interior Decorating Products  
*Frequency:* once a year  
*Date:* September 21-25, 2006  
www.abitareiltempo.com

*Name of Event:* **AGRIFOOD**  
*Type of Show:* International Exhibition of Fresh Produce, Safety and Typical Agro-Foods  
*Frequency:* every 2 years  
*Date:* October 16-19, 2006  
www.verona.fiere.it

*Name of Event:* **EUROCARNE**  
*Type of Show:* International Meat Processing and Conservation Fair  
*Frequency:* every three years  
May 11-14, 2006  
www.verona.fiere.it

*Name of Event:* **FIERACAVALLI**  
*Type of Show:* International Horse Show & Exhibition of Equestrian Activities and Equipment  
*Frequency:* once a year  
*Date:* November 9-12, 2006  
www.verona.fiere.it

*Name of Event:* **FIERAGRICOLA**  
*Type of Show:* International Agricultural and Animal Farming Exhibition  
*Frequency:* once a year  
*Date:* February 9-12, 2006  
www.verona.fiere.it

*Name of Event:* **PESCARE**  
*Type of Show:* International Fishery Fair  
*Frequency:* once a year  
*Date:* February 25-27, 2006  
www.verona.fiere.it

*Name of Event:* **SOL**  
*Type of Show:* International Vergin Oil Fair  
*Frequency:* once a year  
*Date:* February 6-10, 2006  
www.verona.fiere.it

*Name of Event:* **VINITALY**  
*Type of Show:* Wine & Spirits Trade Exhibition  
*Frequency:* once a year  
*Date:* April 6-10, 2006  
www.verona.fiere.it

**SECTION III. Other Promotional Activities****U.S. Food Service Promotion**

The U.S. Department of Agriculture's Foreign Agricultural Service in Italy plans on working with Cooperators and STRGs (who have expressed an interest in the Italian market or already have planned MAP activities), on a U.S. Food Service Promotion. The pre-Christmas and spring periods may be the optimal time in which to host this function, or during the 2006 Winter Olympics that will be hosted by Italy in Turin from February 11-26.

The HRI Food Service in Italy offers opportunities for U.S. suppliers in products such as fish and seafood, ethnic foods, dried fruits and nuts, fruit juices and wine. The U.S. Food Service Promotion will provide FAS Cooperators the opportunity to collectively reaffirm and reinforce existing contacts, make new ones and introduce new products. With the assistance of a renowned Chef, Post plans to effectively demonstrate the use of U.S. products in Italian cuisine, and incorporate U.S. and world recipes for the food service. This event will show the HRI Food Service buyers the availability, variety of U.S. foods and beverages in this market and demonstrate how these products can be used and adapted to the Italian consumer tastes.

**SECTION IV. Contact Information**

Should you need any further assistance or information pertaining to this report, please contact:

Dana Biasetti  
Marketing Specialist  
Office of Agricultural Affairs,  
American Embassy  
Via Veneto 119,  
Rome 00187, Italy

Tel: (011) (39) 06 4674 2396  
Fax: (011) (39) 06 4788 7008

E-mail: [dana.biasetti@usda.gov](mailto:dana.biasetti@usda.gov)  
Website: [www.usembassy.it/agtrade/](http://www.usembassy.it/agtrade/)